



**Audit Bureau
of Circulations**

AUDIT REPORT: Magazine
OMNI
New York, New York

CLASS, INDUSTRY OR FIELD SERVED: An international magazine of science, science fiction and the future, featuring articles on all aspects of science and original science fiction.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1990:

Subscriptions:		683,532
Single Copy Sales:		<u>158,061</u>
AVERAGE TOTAL PAID CIRCULATION		841,593
Advertising Rate Base	to 10/01/90	925,000
Average Total Non-Paid Distribution	since 10/01/90	750,000
		87,751

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Edition & number of issues	Rate Base	Rate Base	Edition & number of issues	Rate Base	Rate Base
	to 10/01/90	since 10/01/90		to 10/01/90	since 10/01/90
Eastern (12)	282,927	310,000	250,000	273,088	240,000
Central (12)	190,789	270,000	215,000		190,000

2. PAID CIRCULATION BY ISSUES:

Issue	1990			1990			Total Paid
	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	
Jan.	680,627	167,087	847,714	July	697,713	165,221	862,934
Feb.	675,584	165,376	840,960	Aug.	673,346	107,984	781,330
Mar.	680,705	146,194	826,899	Sept.	678,881	129,656	808,537
Apr.	680,387	256,055	936,442	Oct.	694,392	178,682	873,074
May	675,946	133,185	809,111	Nov.	689,440	131,082	820,522
June	675,918	132,129	808,047	Dec.	699,449	184,096	883,545

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1987	1988	1989	1990
March 31	848,803	897,644	862,055	838,524
June 30	940,772	948,361	869,471	851,200
September 30	917,034	927,293	883,131	817,600
December 31	1,011,349	949,306	900,911	859,047

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 40,174 copies per issue deduction from paid circulation.

A Supplemental Data Report consisting of an analysis of circulation by counties for the October, 1990 issue was released May 13, 1991 for this publication. Data in that report have been verified as part of this audit.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

January, 1992

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(04-0820-9 - #156512 - 383 - BPK)

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